

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**OCTOBER 27, 2004, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
  - A. Store #28-Seabrook Beach – Hours of Operation Recommendation
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Test Market Products:
    - a. Test Market Request (44 Degrees North Huckleberry)
    - b. Test Market Request (Arrow Anisette Liqueur)
    - c. Test Market Results (Codes #3433, #3431 & #3432)
  - 2) Line Extension Request (Amaretto di Amore Classico, 1.75L)
  - 3) Swap Request (Svedka Vodka)
  - 4) Additional November Special Offer (1 item – United Beverages)
  - 5) Revised December Offer (1 item – United Beverages)
- B. WINES:
  - 1) Special Offers for December 2004:
    - a. 21 items – Charles Zoulis
    - b. 20 items – Wineberries, Ltd.
    - c. 7 items – Pine State Trading Co./E&J Gallo Winery
    - d. 1 item (revised) – Executive Wine & Spirits
    - e. 145 items – Martignetti Companies of N.H.
    - f. 80 items – Horizon Beverage Company
  - 2) Jorge Ordonez & Eric Solomon Wine Tastings
  - 3) Fat Bastard Snowboard Sweepstakes
  - 4) Delist (Code #19458)
  - 5) Recommended Wine Specialty Products (51 items)
  - 6) Not Recommended – Wine Specialty (1 item)
  - 7) Recommended Allocated Wines for Distribution to Selected Stores (20 items)
  - 8) “R” Wines for Allocation to Licensees Selected by the Broker, and Retail Distribution (2 items)

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- 9) Primary Source Submissions (8 – exclusive agent; 31 – imported)

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford